



AMERICANS FOR TAX REFORM



Talk Radio Alert

1920 L Street, NW • Suite 200 • Washington, DC 20036
202.785.0266 • Fax 202.785.0261

WWW.ATR.ORG

FOR IMMEDIATE RELEASE
24 OCTOBER 2003

CONTACT: Chris Butler
202-785-0266

Taxpayers Launch National Ad Campaign

Americans for Tax Reform to run voter education ads in every state with elections this year

WASHINGTON—On Monday, Americans for Tax Reform (ATR) will launch a nationwide voter-education campaign that will target every state with a major general election this year. Taxpayers in Virginia, New Jersey, Louisiana, Kentucky, and Mississippi will hear radio ads focusing on the candidates' positions on taxes.

The campaign is intended to focus the public's attention on the tax issue before the upcoming election, and to highlight the importance of a firm opposition to new taxes, as demonstrated by signing the Taxpayer Protection Pledge. Begun in 1986, the Pledge is a promise to the voters that commits office holders and candidates to "oppose and vote against/veto any and all efforts to increase taxes." The complete list of this year's candidates who have signed the Pledge can be found at <http://www.atr.org/statepress/election2003>.

"Small businesses and working families are having a hard enough time trying to pay their bills," said taxpayer advocate Grover Norquist, President of Americans for Tax Reform. **"The last thing they need is new taxes. Signing the Pledge is the best way to demonstrate a commitment to low taxes, small government, and the families who must shoulder the burdens."**

President Bush, 42 U.S. Senators, 217 Congressmen, eight governors, and over 1200 state legislators have signed the Pledge. ATR is determined to educate the public about the Pledge's importance through the ads.

"ATR is active in every state with an election this year," Norquist continued. **"A Pledge signer is a candidate in every gubernatorial election this year. We're making sure voters have all the facts on taxes to make an informed decision this November."**

Harvard-educated and street-smartened by years as a Washington, D.C. insider, Grover Norquist is your show's ultimate guest for a tax or regulation segment. Norquist's recent accomplishments include an opinion article printed in the Washington Post Sept. 15th, "Don't even think about raising taxes." (<http://www.washingtonpost.com/wp-dyn/articles/A10036-2003Sep14.html>) His bio can be found at <http://www.atr.org/staff> and you can find more information about his organization, Americans for Tax Reform, at www.atr.org.

Americans for Tax Reform is a non-partisan coalition of taxpayers and taxpayer groups who support tax simplification and oppose all federal and state tax increases. For more information or to arrange an interview please contact Chris Butler at (202) 785-0266 or by email at cbutler@atr.org